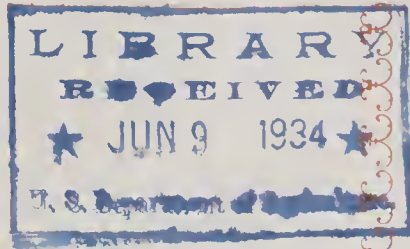


## **Historic, archived document**

Do not assume content reflects current scientific knowledge, policies, or practices.





WHOLESALE AND RETAIL GROWERS OF  
*Roses and Gardenias*



TRUE NATURAL SIZE OF "BELMONT" GARDENIAS.  
Blooms Produced Measure up to 5 Inches Across Petals.



# "BELMONT" GARDENIA

FIRST time offered for sale under plant patent No. 93. An entirely new development in type and size of flower. "Belmont" Gardenias are superior to any variety grown today under glass. Extremely productive, free-flowering and easily grown with ordinary care. Habit of plant larger than Veitchii and more vigorous, producing a bud and flower on almost all branches of the plant. Bud dropping has been almost entirely eliminated in the development of this variety. Outside petals of buds grow sealed tightly until bud is ready to open, thus preventing ants, mealy bugs and thrip from entering, which results in heavier production of perfect blooms. This is one of the main troubles when growing other varieties, including the Veitchii variety, which has always resulted in a serious loss of production and quality. Size of flowers are three times larger than those produced on Veitchii. "Belmont" Gardenias are without question the most popular flower grown today for corsages. We have shipped flowers successfully as far as Miami, Florida, from our establishment, proving the "Belmont" to be a good keeper. The "Belmont" Gardenia is very fragrant.

"Belmont" Gardenias retailed at \$2.50 each with a wholesale price of \$1.00 during the Christmas and New Year season just passed. The demand will be greatly increased when they become better known for they are

in a class by themselves. "Belmont" Gardenias flower freely from September through July. Other varieties, including Veitchii, do not produce sufficiently to supply the demand during the winter months resulting in high prices for the "Belmont" variety. We predict that the "Belmont" variety will replace all varieties grown today under glass for commercial purposes. "Belmont" Gardenias command high prices and are a wonderful money maker.

## Terms of Sale

A limited number of plants will be sold under our patent agreement to be signed by purchaser. No restriction on purchasers propagating plants for his or her own use for growing cut flowers. Restriction only on selling stock other than cut flowers. Delivery starting May 1, 1934. Plants to be fully rooted from 2 1/4" and 3" pots depending on conditions of supply at time of delivery. All orders filled in rotation. Cash at time of delivery.

Price one to 25 plants	\$1.50 each
Price 25 plants or more	\$1.00 each

Send for full descriptive circular and copy of agreement.

**BELMONT GARDENS, 170 Brighton Street, Belmont, Massachusetts**



The above photograph was taken February 8th, 1934, during the worst period of weather on record. This particular morning temperature recorded 23 degrees below zero. Photograph shows plants growing first and second season, the high benches growing during second twelve month period.



## LICENSE TO REPRODUCE "BELMONT" GARDENIA

The gardenia "Belmont" to which this agreement applies is the sport originated by W. E. Lenk, doing business as Belmont Gardens, of Belmont, Massachusetts, and patented as Plant Patent No. 93.

W. E. Lenk, doing business as Belmont Gardens, the owner of the gardenia "Belmont", and  
X.....  
(YOUR NAME HERE)  
who have (has) applied to him for the right to reproduce "Belmont" gardenias for the purposes of producing plants for their <sup>his</sup><sub>her</sub> own growing for the production of cut flowers, do hereby contract and agree as follows:

In consideration of the purchase by X.....  
(YOUR NAME HERE)  
.....from W. E. Lenk, doing business as Belmont Gardens,  
of.....plants of this variety, said W. E. Lenk, doing business as Belmont Gardens,  
(NO. OF PLANTS)  
grants to X..... and to their <sup>his</sup><sub>her</sub>  
(YOUR NAME HERE)  
successors and assigns of their <sup>his</sup><sub>her</sub> business, the non-exclusive, non-divisible license to grow and to asexually reproduce such plants of gardenia "Belmont" as may be required for the planting of this variety by them <sup>him</sup><sub>her</sub> during the life of the letters patent granted for the gardenia "Belmont", or during the years in which they <sup>he</sup><sub>she</sub> continue to grow and reproduce the gardenia "Belmont".

X..... agrees to  
(YOUR NAME HERE)  
destroy any plants that may be produced in surplus and not be required by them <sup>him</sup><sub>her</sub> for their <sup>his</sup><sub>her</sub> own exclusive planting for cut flower purposes, and it is fully understood that no plants or cuttings are knowingly to be permitted by the licensee to pass into the hands of others, and that any plants of this variety found growing in the possession of unlicensed parties will constitute an infringement of Plant Patent No. 93 and the possessors thereof will be subject to all the penalties provided by law for patent infringements.

*In the presence of:*

*Dated*.....  
(DATE HERE)

.....  
(ONE WITNESS' NAME HERE) By X..... (YOUR NAME HERE)

DO NOT WRITE BELOW THIS LINE

*Dated*.....

.....  
(WITNESS) By.....  
D/B Belmont Gardens



## LICENSE TO REPRODUCE "BELMONT" GARDENIA

The gardenia "Belmont" to which this agreement applies is the sport originated by W. E. Lenk, doing business as Belmont Gardens, of Belmont, Massachusetts, and patented as Plant Patent No. 93.

W. E. Lenk, doing business as Belmont Gardens, the owner of the gardenia "Belmont", and  
x.....  
(YOUR NAME HERE)  
who have (has) applied to him for the right to reproduce "Belmont" gardenias for the purposes  
of producing plants for their <sup>his</sup><sub>her</sub> own growing for the production of cut flowers, do hereby  
contract and agree as follows:

In consideration of the purchase by x.....  
(YOUR NAME HERE)  
.....from W. E. Lenk, doing business as Belmont Gardens,  
of.....plants of this variety, said W. E. Lenk, doing business as Belmont Gardens,  
(NO. OF PLANTS)  
grants to x..... and to their <sup>his</sup><sub>her</sub>  
(YOUR NAME HERE)  
successors and assigns of their <sup>his</sup><sub>her</sub> business, the non-exclusive, non-divisible license to grow  
and to asexually reproduce such plants of gardenia "Belmont" as may be required for the  
planting of this variety by them <sup>him</sup><sub>her</sub> during the life of the letters patent granted for the  
gardenia "Belmont", or during the years in which they <sup>he</sup><sub>she</sub> continue to grow and reproduce  
the gardenia "Belmont".

x..... agrees to  
(YOUR NAME HERE)  
destroy any plants that may be produced in surplus and not be required by them <sup>him</sup><sub>her</sub> for their  
<sup>his</sup><sub>her</sub> own exclusive planting for cut flower purposes, and it is fully understood that no plants  
or cuttings are knowingly to be permitted by the licensee to pass into the hands of others, and  
that any plants of this variety found growing in the possession of unlicensed parties will con-  
stitute an infringement of Plant Patent No. 93 and the possessors thereof will be subject to all  
the penalties provided by law for patent infringements.

*In the presence of:*

*Dated*.....  
(DATE HERE)

.....  
(ONE WITNESS' NAME HERE) By x.....  
(YOUR NAME HERE)

DO NOT WRITE BELOW THIS LINE

.....  
(WITNESS) *Dated*.....  
By.....  
D/B Belmont Gardens







Greenhouse Phones  
Belmont 0957-0958



Three Miles from  
Harvard Square  
Cambridge

GARDENIA PLANTS A SPECIALTY

Now you can buy them potted!

## *Beautiful Belmont Gardenias* *in Bud and Flower*

**G**ARDENIA growers, both amateur and professional have been generally disappointed with results when they have attempted to grow gardenia plants indoors. It has seemed impossible at times to make gardenias flower and thrive in pots, and for this reason the potted plants have not been grown and sold extensively.

At Belmont Gardens, we experimented long and patiently to perfect the now famous Belmont Gardenia, a patented plant which introduced an entirely new type and size of flower.

Continued experimenting has enabled us at last to produce salable potted gardenia plants in such quantities that we shall be able to supply the trade not only during the holidays, but throughout the season.

The Belmont Gardenia is truly unique. Its flowers are three and four times the size of ordinary varieties, and it is more vigorous and a heavier producer of perfect blooms. By growing the potted plants in the perfected stage, in bud or flower, we are able to offer something which we feel sure is far superior to the ordinary run of plants in the market and obviously more satisfactory for the particular flower buyer. These plants will make a splendid holiday gift item.



PLANT PATENT No. 93

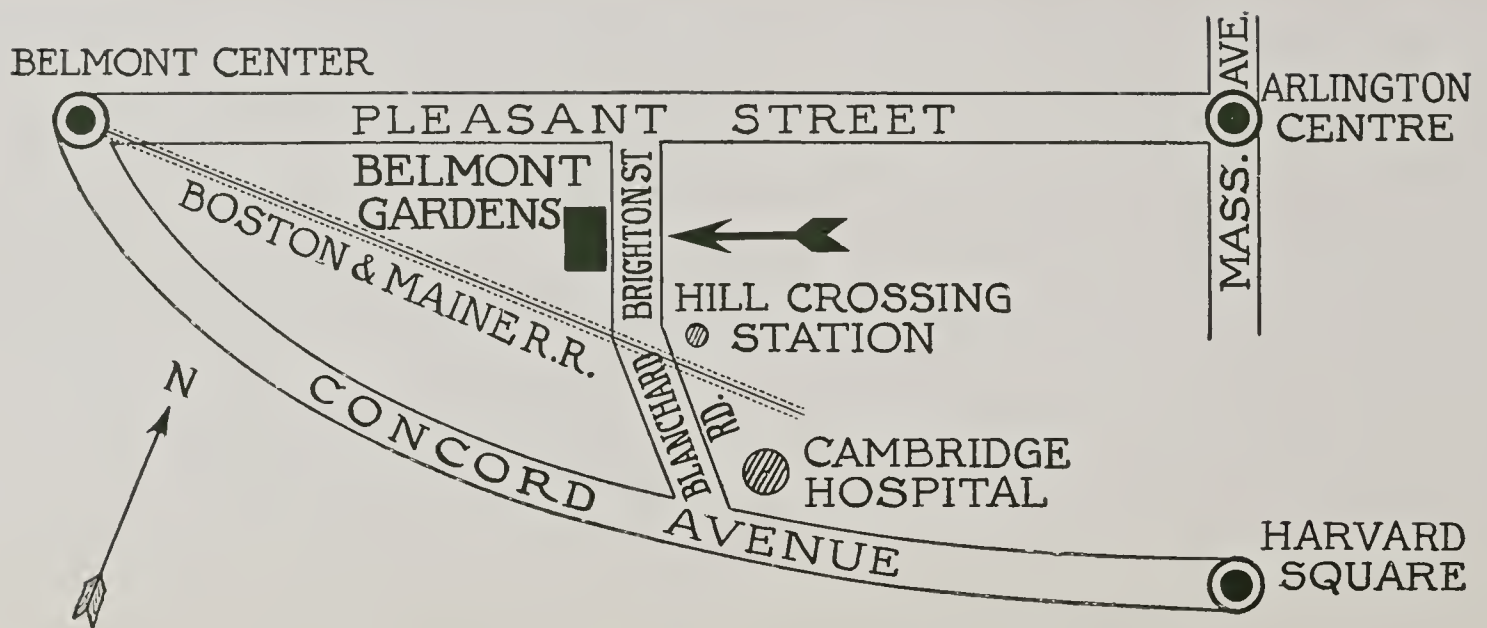
In making this announcement to the trade, we wish to urge you to come out to Belmont Gardens, view our large stock of these fine gardenias and make your own selections from plants of all sizes now available in pots. We sell quality plants at reasonable prices.

WE FURNISH A FREE BOOKLET OF CULTURAL DIRECTIONS WITH THE PLANTS WE SELL

### BELMONT GARDENS

WALTER E. LENK, PROPRIETOR

170 BRIGHTON STREET, BELMONT, MASS.



LOCATION OF GREENHOUSES



# DEVELOPMENT OF THE "BELMONT" GARDENIA

It may safely be said of the "Belmont" Gardenia that it is the first genuinely successful gardenia to be grown under glass for commercial purposes. Up to five years ago gardenias were not grown extensively simply because, with few exceptions, growers found them commercially unprofitable, due to their lack of knowledge in growing them and the difficulty of raising cut flowers during the season of greatest demand.

The variety of gardenia grown with varied success by most commercial growers is the Veitchii. In recent years there have been many attempts to grow a more profitable plant, but the "Belmont" is the first real money maker to be developed.

Gardenias are most difficult to raise under glass owing to the uncertainty of procuring blossoms. They are subject to disease, insects and bud dropping, which is the result of their inherent weakness when forced under glass.

The "Belmont" Gardenia was developed at Belmont Gardens after many disappointing experiments with different varieties of plants purchased for their advertised

superior qualities. These were mostly of California origin, and all, without exception, were failures.

The "Belmont" is a "sport" from variety Grandiflora. By "sport" we mean a change of type performed by nature. This plant was found to be a different and distinctly superior type. After a process of selection the improved plants were named the "Belmont."

The "Belmont" Gardenia is superior in every way to any variety we ever grew. Its chief advantages are the partial elimination of bud dropping, the cause of serious loss when growing such varieties as the Veitchii, and the fact that we are able to obtain flowers of excellent quality during the dull, dark periods of winter.

The "Belmont" produces a very large plant with heavy foliage and flowers three times the size of those produced on Veitchii. In marketing the "Belmont", we have received very high prices because of its size and beauty, its free flowering in the winter season, and its keeping quality when shipments are made to distant points.

---

## Sale of Stock

Owing to the tremendous demand for "Belmont" Gardenia stock, we have finally decided to sell a limited quantity under our patent agreement, which makes the sale subject to the following terms:

1. The purchaser will be permitted to grow the "Belmont" Gardenia for cut flower purposes and for the production of plants for his own use only.
2. No resale of plants is permitted nor will the purchaser knowingly sell any wood for someone else to use in reproduction.

## A Big Yields

The "Belmont" Gardenia is a heavy yields, because it is a more vigorous plant than Veitchii and produces a bud and flower on almost every branch of the plant. With ordinary care, the grower should be as successful as we have been in growing the plants and obtaining the flowers. As each plant will yield many times its cost in marketable gardenias, and as these command higher prices than any other variety, the "Belmont" is without question a big money maker.

The success of the "Belmont" Gardenia may be judged by the necessity for patent protection. It is the first gardenia ever to be patented in this country. The Belmont Gardens have established a precedent for patenting and protecting the marketing of new varieties of gardenias which should be a future stabilizing factor in the trade.

Growers are warned against purchasing varieties called "Belmont" from any source other than Belmont Gardens, as no sale of the plants has been or will be made by us to other growers, without a restriction as to the sale of plants. Only by purchasing the genuine "Belmont" Gardenia from Belmont Gardens, under the patent agreement, can the purchaser be sure of securing the true "Belmont" variety.

## Popularity of the Gardenia Today

The gardenia has always been a favorite because of the lovely white texture and delightful fragrance of the flower.

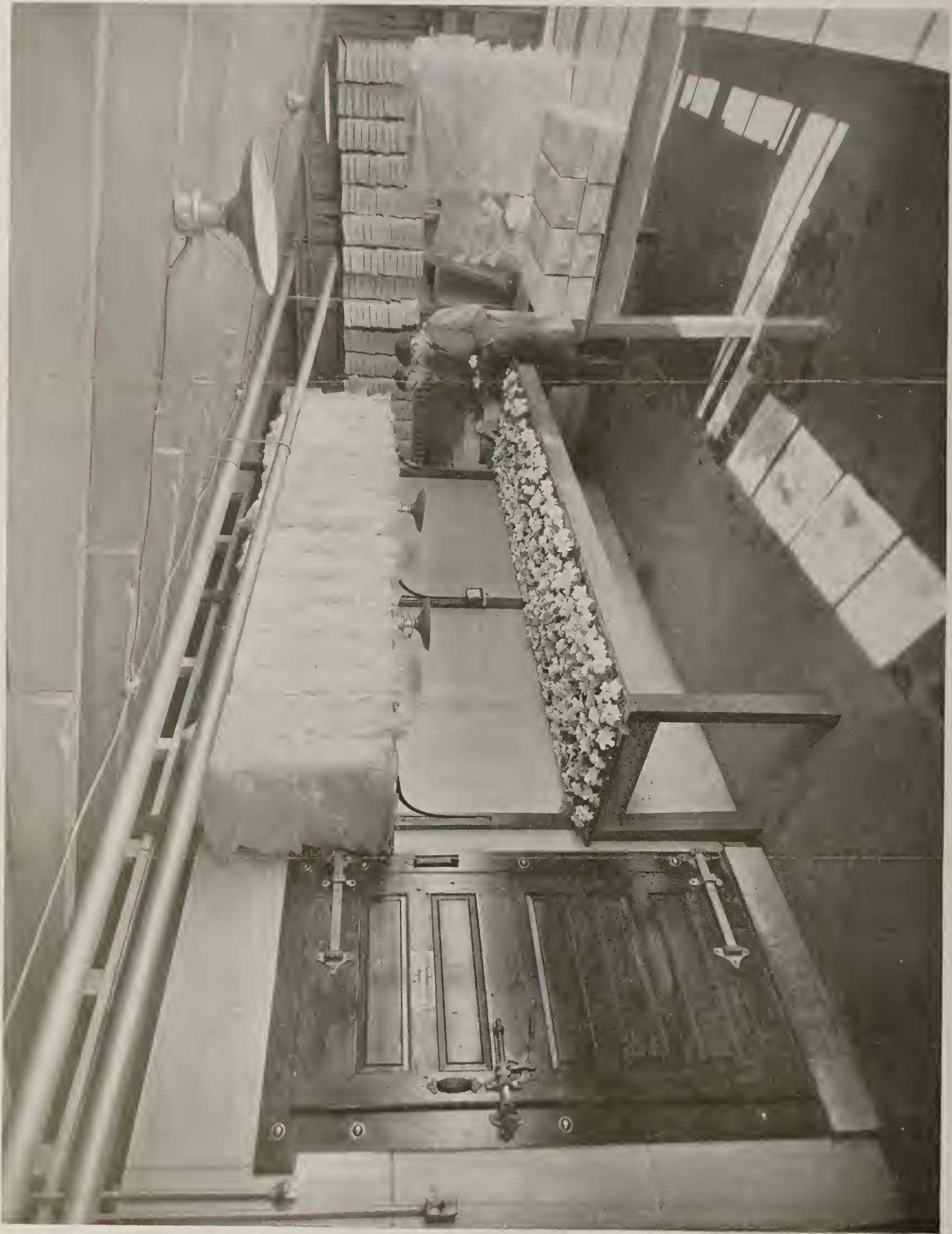
The past five years has seen such a tremendous increase in the popularity of the gardenia that production has not kept up with the cut flower demand. This has resulted in high prices and great profit. The higher prices received this year indicate that women were never so enthusiastic about "Belmont" Gardenias.

Gardenias are usually worn made up in corsages and their popularity is due to the fact that they are more suitable for wear with evening dresses of light texture than heavier flowers, the gardenias being so light that they do not pull the gown. Also, the white flower goes with any color dress, which is a great advantage in satisfying the particular customer.

The "Belmont" Gardenia, because of its larger size and fragrance, has become more popular than the common varieties, such as the Veitchii. It has even replaced the orchid in the favor of many women during the 1933-34 winter season, as disclosed by the experience of retailers. During the last holiday season, many stores in New York found themselves overstocked with orchids, always the leaders in popular favor until we developed the "Belmont" Gardenia. This year the "Belmont" has sold in preference to the orchid, bringing prices as high as \$2.50 each.

When the "Belmont" variety becomes more generally known throughout the country, we predict a tremendous demand for this flower and a still greater increase in the popularity of the gardenia for use in corsages. The fragrance is particularly pleasing to women, and it is a frequent occurrence in these days that a customer will remark, "I would rather have a gardenia than the best orchid I could get."





PACKING "BELMONT" GARDENIAS FOR MARKET AT BELMONT GARDENS ESTABLISHMENT